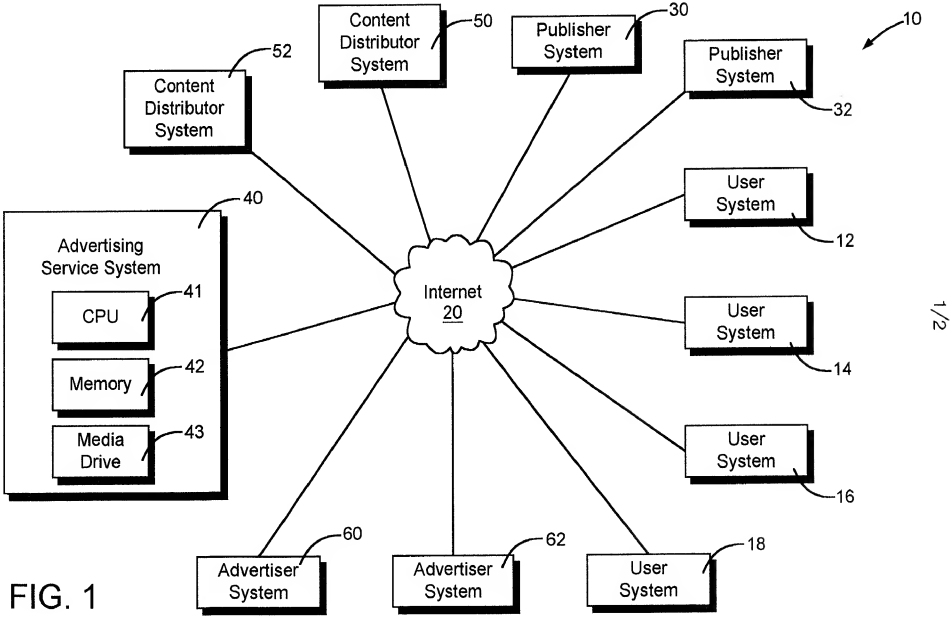
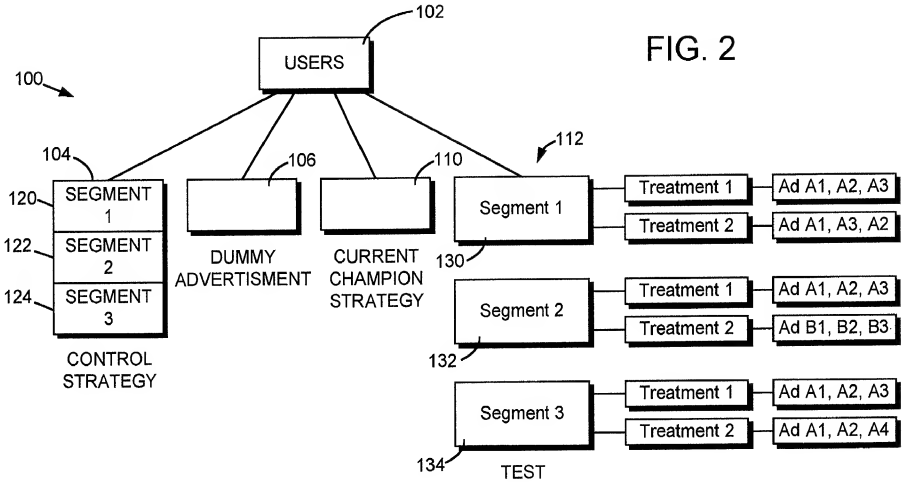

10
Content Distributor System
50
Publisher System
30
Publisher System
32
Content Distributor System
52
User System
12
Advertising Service System
40
CPU
41
Memory
42
Media Drive
43
Internet
20
User System
14
User System
16
Advertiser System
60
Advertiser System
62
User System
18

FIG. 1

FIG. 2


100
102
USERS
104
106
110
112
120
SEGMENT 1
122
SEGMENT 2
124
SEGMENT 3
CONTROL STRATEGY
DUMMY ADVERTISMENT
CURRENT CHAMPION STRATEGY
Segment 1
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Treatment 1
Ad A1, A2, A3
Treatment 2
Ad A1, A3, A2
Segment 2
132
Treatment 1
Ad A1, A2, A3
Treatment 2
Ad B1, B2, B3
Segment 3
134
Treatment 1
Ad A1, A2, A3
Treatment 2
Ad A1, A2, A4
TEST